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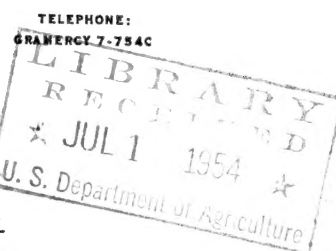
CABLE ADDRESS:
HERBST - NEW YORK

HERBST BROTHERS

SEEDSMEN, INC.

TREE-SHRUB-FLOWER-VEGETABLE-GRASS SEED

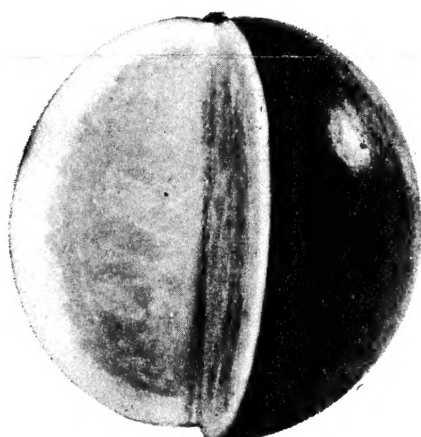
678 Broadway • New York 12, N. Y.



June 15, 1954

SEEDLESS WATERMELON

A valuable new introduction.



*Seedless Watermelon No. 4
Straight Green*

After having been tried for four seasons, the production of Seedless Watermelons is now an accepted practice. Many growers, producing for local markets and roadside stands, continue to find it a most profitable crop. Consider listing the seed in your 1955 catalogue.

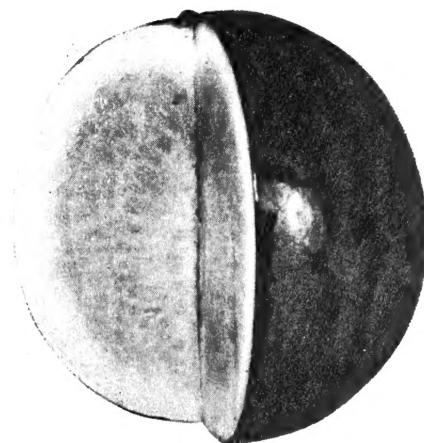
The seed is produced by T. Sakata & Co., of Yokohama, Japan. It is actually an F-1 hybrid, a hybrid between a tetrapil and a deploid. The mature melon has only the slightest trace of a seed coat, which is eaten just like cucumber. The melon is of attractive size, filling the demand for Ice Box Melons.

We offer two fine strains:

Seedless #4. Plain green rind.
Average weight 12 lbs.

Seedless #13. Striped green rind.
Average weight 13 lbs.

Offer this melon to your market gardener trade as well as home gardeners. Prices for 1954 crop seed on application.



*Seedless Watermelon No. 13
Green Striped*

